

Date Created: Aug 16, 2024

Visit Visalia

For the Month of July 2024



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Corporate North American Headquarters
T : +1 (615) 824 8664
destininfo@str.com www.str.com

International Headquarters
T : +44 (0)207 922 1930
industryinfo@str.com www.str.com

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Tab 2 - Multi-Seg-Occ: Visit Visalia

Visit Visalia
For the Month of July 2024

Currency: USD - US Dollar

	Current Month Occupancy (%)										Current Month Occupancy Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	56.0	70.1	71.8	70.9	69.0	68.0	74.7	78.4	76.5	70.2	-5.2	1.3	3.1	-3.1	2.8	1.0	2.6	-5.1	-2.2	-0.4
Ontario, CA+	59.1	64.5	68.2	66.8	67.7	65.4	72.0	76.2	74.1	67.7	-1.6	0.3	3.9	-0.2	-2.9	0.6	-1.9	-3.2	-3.0	-1.0
Fresno, CA+	53.4	63.5	65.1	64.1	62.1	62.0	67.6	73.0	70.3	64.1	1.8	2.9	2.3	-5.6	-5.0	0.4	5.7	3.7	4.1	1.1
Yosemite+	52.5	60.5	63.1	64.2	66.6	61.5	69.7	73.8	71.8	64.2	-18.5	-16.1	-8.2	-10.0	-7.6	-11.6	-8.6	-12.9	-11.4	-12.0

	Year to Date Occupancy (%)										Year to Date Occupancy Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	46.1	60.9	67.0	68.5	63.1	61.2	67.1	70.6	68.9	63.4	-3.2	-2.6	-4.8	-3.4	-3.4	-3.2	-1.2	-4.6	-3.0	-3.2
Ontario, CA+	54.5	60.8	65.6	65.9	66.3	62.6	70.8	75.1	72.9	65.5	-3.3	-3.8	-3.2	-4.7	-6.2	-4.1	-4.7	-4.4	-4.5	-4.3
Fresno, CA+	45.4	54.4	59.4	60.7	59.7	56.0	66.2	69.1	67.7	59.3	-0.9	-0.8	-2.2	-2.6	-1.0	-1.3	2.4	1.7	2.0	-0.3
Yosemite+	51.4	55.4	57.9	58.5	59.3	56.5	65.6	71.4	68.5	59.9	-8.1	-10.1	-9.5	-9.0	-8.0	-8.9	-7.1	-6.7	-6.9	-8.3

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Tab 3 - Multi-Seg-ADR: Visit Visalia

Visit Visalia
For the Month of July 2024

Currency: USD - US Dollar

	Current Month ADR										Current Month ADR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	125.25	137.21	143.79	140.70	136.98	137.76	144.72	142.56	143.61	139.41	-0.3	0.6	1.2	0.5	4.0	1.9	1.9	-0.6	0.6	1.3
Ontario, CA+	107.18	117.81	121.45	117.63	114.89	116.40	120.39	120.98	120.69	117.61	-3.7	-0.1	0.3	-1.5	-3.8	-1.1	-3.6	-4.1	-3.9	-2.2
Fresno, CA+	103.85	112.53	116.05	115.09	108.22	111.86	109.06	110.09	109.60	111.22	0.6	-1.7	-2.8	-4.8	-6.4	-2.5	-3.5	-2.4	-2.9	-2.6
Yosemite+	202.78	194.09	194.96	198.20	207.91	199.11	230.03	230.04	230.04	208.03	-9.2	-9.4	-6.9	-2.8	0.9	-6.0	-1.1	-4.5	-3.1	-5.5

	Year to Date ADR										Year to Date ADR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	124.57	139.22	144.59	143.89	136.31	138.72	137.77	139.34	138.57	138.67	-0.5	-1.9	-1.1	-1.2	-0.3	-0.9	0.8	0.7	0.7	-0.4
Ontario, CA+	108.67	116.66	121.81	120.90	118.12	117.60	128.57	129.18	128.89	121.14	-4.3	-0.9	-0.4	-1.6	-4.1	-2.1	-3.0	-4.3	-3.7	-2.7
Fresno, CA+	101.74	112.40	117.83	117.93	113.71	113.36	115.88	114.62	115.24	113.97	1.3	0.6	-0.3	-0.5	0.3	0.2	0.4	-1.0	-0.3	0.1
Yosemite+	215.71	197.55	197.22	198.08	207.99	202.97	246.64	251.32	249.08	217.83	-7.7	-5.0	-4.3	-3.4	-1.4	-4.4	-2.7	-3.8	-3.3	-3.9

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Tab 4 - Multi-Seg-RevPAR: Visit Visalia

Visit Visalia
For the Month of July 2024

Currency: USD - US Dollar

	Current Month RevPAR										Current Month RevPAR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	70.10	96.15	103.25	99.75	94.50	93.66	108.05	111.74	109.90	97.85	-5.6	1.9	4.2	-2.7	6.9	2.9	4.6	-5.7	-1.6	0.8
Ontario, CA+	63.36	76.05	82.80	78.61	77.84	76.18	86.72	92.22	89.47	79.61	-5.3	0.2	4.2	-1.7	-6.6	-0.5	-5.4	-7.2	-6.7	-3.2
Fresno, CA+	55.42	71.49	75.54	73.76	67.15	69.32	73.67	80.35	77.01	71.30	2.4	1.1	-0.6	-10.2	-11.1	-2.2	2.0	1.2	1.0	-1.5
Yosemite+	106.38	117.42	123.04	127.20	138.56	122.52	160.40	169.72	165.06	133.50	-26.0	-24.0	-14.5	-12.5	-6.7	-16.9	-9.6	-16.9	-14.2	-16.8

	Year to Date RevPAR										Year to Date RevPAR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	57.38	84.79	96.82	98.55	86.04	84.89	92.48	98.41	95.45	87.86	-3.7	-4.4	-5.9	-4.5	-3.7	-4.1	-0.4	-3.9	-2.2	-3.6
Ontario, CA+	59.18	70.89	79.90	79.69	78.30	73.65	91.02	97.00	94.01	79.39	-7.5	-4.7	-3.7	-6.2	-10.0	-6.2	-7.5	-8.5	-8.0	-6.8
Fresno, CA+	46.17	61.19	70.05	71.60	67.84	63.45	76.73	79.23	77.98	67.54	0.4	-0.3	-2.6	-3.1	-0.7	-1.1	2.8	0.7	1.7	-0.2
Yosemite+	110.78	109.40	114.16	115.91	123.24	114.67	161.91	179.49	170.70	130.45	-15.2	-14.6	-13.4	-12.1	-9.3	-12.9	-9.6	-10.2	-9.9	-11.9

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Tab 5 - MultiSegDOWRaw-Sup: Visit Visalia

Visit Visalia
For the Month of July 2024

Currency: USD - US Dollar

	Current Month Supply (%)										Current Month Supply Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	5880	7350	7350	7350	5880	33810	5880	5880	11760	45570	-13.4	8.2	35.3	35.3	8.2	13.2	8.2	-13.4	-3.8	8.2
Ontario, CA+	21424	26780	26780	26780	21424	123188	21424	21424	42848	166036	-18.0	2.5	28.2	28.2	2.5	7.2	2.5	-18.0	-8.8	2.5
Fresno, CA+	23052	28815	28815	28815	23052	132549	23052	23052	46104	178653	-21.8	-2.3	22.2	22.2	-2.3	2.2	-2.3	-21.8	-13.1	-2.3
Yosemite+	20135	25168	25172	25172	20135	115783	20135	20135	40271	156054	-19.3	0.9	26.1	26.1	0.9	5.5	0.9	-19.3	-10.3	0.9

	Year to Date Supply (%)										Year to Date Supply Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	43897	45367	45367	45367	43847	223846	43897	43897	87794	311640	4.3	7.8	11.4	11.4	7.6	8.4	7.7	7.7	7.7	8.2
Ontario, CA+	159924	165279	165279	165281	159740	815503	159925	159924	319849	1135352	-1.1	2.2	5.6	5.6	2.0	2.8	2.2	2.2	2.2	2.6
Fresno, CA+	172108	177872	177871	177871	171909	877630	172108	172108	344216	1221846	-7.3	-4.2	-1.1	-1.1	-4.4	-3.6	-4.3	-4.2	-4.2	-3.8
Yosemite+	147599	152595	152599	152616	147413	752824	147599	147599	295199	1048023	-2.7	0.6	4.0	4.0	0.5	1.3	0.6	0.5	0.6	1.1

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Tab 6 - MultiSegDOWRaw-Dem: Visit Visalia

Visit Visalia
For the Month of July 2024

Currency: USD - US Dollar

	Current Month Demand (%)										Current Month Demand Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	3291	5151	5278	5211	4057	22987	4390	4609	8999	31986	-17.9	9.7	39.4	31.1	11.2	14.3	11.1	-17.8	-5.9	7.8
Ontario, CA+	12665	17286	18256	17897	14514	80618	15432	16331	31763	112381	-19.3	2.8	33.2	28.0	-0.4	7.8	0.6	-20.6	-11.6	1.5
Fresno, CA+	12302	18306	18757	18467	14304	82136	15572	16826	32397	114533	-20.4	0.6	25.0	15.3	-7.2	2.6	3.3	-18.9	-9.6	-1.2
Yosemite+	10563	15226	15886	16154	13419	71248	14040	14855	28895	100143	-34.2	-15.3	15.8	13.5	-6.8	-6.7	-7.8	-29.7	-20.6	-11.2

	Year to Date Demand (%)										Year to Date Demand Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	20222	27630	30379	31074	27677	136981	29467	31004	60472	197453	0.9	5.0	6.0	7.6	4.0	5.0	6.4	2.8	4.6	4.8
Ontario, CA+	87085	100432	108410	108945	105885	510757	113213	120088	233301	744058	-4.4	-1.7	2.1	0.6	-4.2	-1.4	-2.6	-2.3	-2.5	-1.8
Fresno, CA+	78104	96825	105743	107999	102559	491230	113955	118966	232921	724151	-8.1	-5.0	-3.3	-3.6	-5.3	-4.9	-2.0	-2.5	-2.3	-4.1
Yosemite+	75800	84507	88331	89311	87346	425294	96896	105413	202309	627603	-10.6	-9.6	-5.8	-5.3	-7.6	-7.7	-6.5	-6.2	-6.3	-7.3

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Tab 7 - MultiSegDOWRaw-Rev: Visit Visalia

Visit Visalia
For the Month of July 2024

Currency: USD - US Dollar

	Current Month Revenue (%)										Current Month Revenue Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	412166	706736	758885	733184	555684	3166655	635351	657022	1292374	4459029	-18.2	10.3	41.1	31.7	15.7	16.4	13.2	-18.3	-5.3	9.2
Ontario, CA+	1357449	2036529	2217262	2105290	1667539	9384069	1857882	1975650	3833532	13217601	-22.3	2.7	33.6	26.0	-4.2	6.6	-3.0	-23.8	-15.0	-0.7
Fresno, CA+	1277544	2059928	2176705	2125429	1548033	9187638	1698280	1852309	3550588	12738226	-19.9	-1.2	21.5	9.8	-13.2	0.0	-0.4	-20.9	-12.2	-3.8
Yosemite+	2142052	2955188	3097171	3201823	2789866	14186100	3229654	3417285	6646939	20833039	-40.3	-23.3	7.8	10.4	-5.9	-12.3	-8.8	-32.9	-23.0	-16.0

	Year to Date Revenue (%)										Year to Date Revenue Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	2519036	3846774	4392433	4471150	3772584	19001977	4059626	4320082	8379708	27381685	0.4	3.0	4.8	6.4	3.7	4.0	7.3	3.5	5.3	4.4
Ontario, CA+	9463617	11716036	13205850	13171192	12507442	60064137	14556218	15513153	30069372	90133508	-8.5	-2.6	1.7	-1.0	-8.2	-3.6	-5.6	-6.5	-6.0	-4.4
Fresno, CA+	7946395	10883327	12460152	12736295	11661936	55688104	13205184	13635612	26840797	82528900	-6.9	-4.5	-3.6	-4.1	-5.1	-4.7	-1.6	-3.5	-2.6	-4.0
Yosemite+	16350528	16694148	17420745	17690441	18166825	86322687	23898361	26492465	50390825	136713512	-17.5	-14.1	-9.9	-8.5	-8.9	-11.8	-9.1	-9.8	-9.4	-10.9

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Tab 8 - Visalia+ Response Report: Visit Visalia

Visit Visalia
For the Month of July 2024

							2022												2023												2024																					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D									
40820	Best Western Visalia Hotel	Visalia, CA	93277	Nov 2017	Mar 1999	65		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
19706	Closed - Mooney Motel	Visalia, CA	93277	Jan 2004		0																																														
23915	Closed - Oak Tree Inn	Visalia, CA	93277	Dec 1999		0																																														
12124	Closed - Sequoia Lodge	Visalia, CA	93277	Dec 2020	Jun 1967	0																																														
57618	Hampton Inn Visalia	Visalia, CA	93277	Oct 2008	Oct 2008	88		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
65797	Holiday Inn Express Visalia - Sequoia Gateway Area	Visalia, CA	93277	Jun 2017	Jun 2017	91		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
54681	La Quinta Inns & Suites Visalia/Sequoia Gateway	Visalia, CA	93277	Jan 2007	Jan 2007	65		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
40665	Majestic Inn	Visalia, CA	93277	Jun 1970	Jun 1970	41																																														
7266	Motel 6 Visalia	Visalia, CA	93277	Jul 2009	Feb 1959	77		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
30973	Super 8 Visalia	Visalia, CA	93277	Apr 2001	Jun 1985	39		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
80566	TownePlace Suites by Marriott Visalia Downtown	Visalia, CA	93277		U/C	101																																														
208	Wyndham Visalia	Visalia, CA	93277	Sep 2015	Jan 1977	256		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
2144	Americas Best Value Inn Visalia	Visalia, CA	93291	Feb 2012	Jun 1959	40		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
46522	Comfort Suites Visalia Convention Center	Visalia, CA	93291	Sep 2002	Sep 2002	72		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
41691	Fairfield Inn Visalia Sequoia	Visalia, CA	93291	Feb 2001	Feb 2001	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
76076	Hilton Garden Inn Visalia	Visalia, CA	93291	Oct 2023	Oct 2023	112															•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
12123	Lamp Liter Inn	Visalia, CA	93291	Jun 1963	Jun 1963	100		○	○	○	○	○	○	○	○	○	○	○	○																																	
67769	Residence Inn Visalia	Visalia, CA	93291	Dec 2019	Dec 2019	95				•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
70269	The Darling Hotel	Visalia, CA	93291	Jul 2020	Jul 2020	32															•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
16717	Visalia Marriott at the Convention Center	Visalia, CA	93291	Jan 2007	Nov 1990	197		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
40661	Murphy's Motel	Visalia, CA	93292	Jun 1969	Jun 1969	20																																														
40667	Relax Inn	Visalia, CA	93292	Jun 1951	Jun 1951	17																																														
			Total Properties:		22	1571		○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																												

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Visit Visalia
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For the Month of July 2024

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